

## Message Text

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PAGE 01 JIDDA 02969 201407Z  
ACTION NEA-10

INFO OCT-01 EUR-12 ISO-00 EB-08 /031 W  
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R 191257Z APR 78  
FM AMEMBASSY JIDDA  
TO USDOC WASHDC  
INFO SECSTATE WASHDC 1777  
AMEMBASSY ATHENS  
ICA WASHDC  
/USLO RIYADH 1513  
AMCONSUL DHAHRAN

UNCLAS JIDDA 2969

ATHENS FOR RTDO FROM RUAN

E.O. 11652: N/A  
TAGS: BEXP, SA  
SUBJ: APRIL 78 BUILDING AND CONSTRUCTION MISSION

REF: (A) JIDDA 1973, (B) USDOC 4413

1. SUMMARY. SUBJECT MISSION CONCLUDED A SHORT, BUT VERY SUCCESSFUL TWO-DAY VISIT TO JIDDA ON APRIL 17 AND DEPARTED FOR RIYADH ON SCHEDULE. DIB-411P FORMS COMPLETED BY ALL OF NOW TWELVE MISSION MEMBERS-- SCHMIDT OF AMERICAN STANDARD JOIND MISSION HERE. RESULTS: IMMEDIATE SALES \$94,000 AND PROJECTED TWELEVE-MONTH SALES OF \$10,890,000 BEST BY FAR FOR MISSION TO DATE. END SUMMARY.

2. MISSION ARRIVED JIDDA APRIL 15 AT 2300 ON TU 713 AFTER TARDY 1510 DEPARTURE FROM TUNIS. MET AT NEWLY-OPEND AIRPORT TERMINAL BY CONSULOR EBLAN, AND EMBOFFS JENSEN AND ROBERTSON AS WELL AS SEVERAL LOCAL STAFF WHO ASSISTED WITH TRANSPORTATION, ETC. COMPLETED CHECK IN AT USUAL POOR QUALITY KANDARA PALACE HOTEL ROOMS JUST PAST MIDNIGHT. UNCLASSIFIED

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3. FOLLOWING MORNING, CONTROL OFFICER AND COMMERCIAL COUNSELOR EBLAN PRESENTED EXCELLENT BRIEFING HIGHLIGHTED BY FORTY-FIVE MINUTE DISCUSSION AND PRESENTATION BY AMBASSADOR WEST, WHO HAD JUST RETURNED DAY BEFORE FROM WASHINGTON, ECON COUNSELOR DANIELS ALSO ADDRESSED MISSION BRIEFLY.

4. BRIEFING FOLLOWED IMMEDIATELY BY FIRST ROUND OF MISSION APPOINTMENTS. MUCH CREDIT DUE TO EBLAN AND FSL MANNAN FOR EXTENSIVE AND WELL TARGETED APPOINTMENT SCHEDULE.

5. OUTSTANDING RECEPTION HOSTED EVENING APRIL 16 BY EBLAN WHO DOUBLED TO DELIGHT OF ALL AS CHEF DE CUISINE. AMBASSADOR, DANIELS, AND OTHER EMBOFFS CONTRIBUTED LONG APPEARANCES, MUCH TO APPRECIATION OF MISSION. OF SOME 220 INVITED 136 ATTENDED OF WHOM 85 PERCENT SAUDI BUSINESSMEN SUCH AS BIN LADINS, BATTERJEES, ETC. AMERICAN, EUROPEAN, AND KOREAN BUSINESSMEN ATTENDED AND PROVIDED SEVERAL IMPORTANT LEADS TO MISSION MEMBERS. EBLAN HIMSELF PROVIDED ONE LEAD THAT MAY RESULT IN MULTI-MILLION DOLLAR JOINT VENTURE TRANSACTION.

5. APPOINTMENTS CONTINUED THROUGHOUT FOLLOWING DAY UP TO AND DURING DEBRIEFING SESSION HOUR. EBLAN ESTIMATED SUBJECT MISSION HAD MORE SCHEDULED APPOINTMENTS THAN ANY PREVIOUS. FINAL JIDDA TALLY SHOWS 116 APPOINTMENTS FOR THE 12 PARTICIPANTS FOR THE TWO DAYS SPENT HERE.

6. MISSION VISIT GIVEN EXCELLENT LOCAL PRESS COVERAGE BOTH BEFORE AND DURING VISIT, BEGINNING WITH QUARTER PAGE ARTICLE IN ARAB NEWS DURING MISSION DIRECTOR RUAN'S ADVANCE TRIP AND CULMINATING IN QUARTER- PAGE ARTICLE APRIL 17 IN OTHR ENGLISH- LANGUAGE PAPER, SAUDI GAZETTE, BOTH BASED ON INTERVIEWS OF RUAN. ARTICLES ALSO APPEARED IN ARABIC PRESS. MANY THANKS DUE UNCLASSIFIED

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EBLAN AND TO PAO JERRY MATTRAN, WHO CONTINUING HIS EXCELLENT SUPPORT OF USDOC EXPORT PROMOTION PROGRAM OBSERVED BY RUAN WHILE MATTRAN POSTED IN BAHREIN.

7. MAJOR FEATURE OF SUBJECT MISSION, APART FROM EXEMPLARY CONDUCT, IS SPRIT OF MUTUAL ASSISTANCE AMONG MEMBERS. MANY OCCASIONS OCCURRING WHERE ONE MEMBER ANOTHER'S PRODUCTS TO LOCAL BUSINESSMEN

8. TOTAL EXPENDITURES FOR MISSION VISIT HERE WILL BE REPORTED IN EMBASSY SEPTEL. PRELIMINARY REVIEW INDICATES COSTS WITHIN REF (B) AUTHORIZATION. RECEPTION, HOWEVER, WAS EXPANDED TO SIT DOWN BUFFET DINNER TO ALLOW LONGER EXPOSURE. THIS RESULTED IN 46 ADDITIONAL APPOINTMENTS AND IS RECOMMENDED FOR FUTURE TMS. ORIGINALLY SCHEDULED FOR 1930 TO 2130 HOURS, RECEPTION LASTED TILL 2330.

9. DIE-RQQ RESULTS AT JIDDA REPORTED BY MISSION MEMBERS AS FOLLOW:

A. AGGREGATE IMMEDIATE SALES: \$94,000

B. AGGREGATE TWELVE MONTH PROJECT SALES: \$10,890,000  
OF WHICH \$9.3 MILLION NTM.

C. LICENSE AGREEMENTS: NONE SIGNED 10 PROJECTED.

D. JOINT VENTURES, NONE SIGNED , 8 PROJECTED.

E. SALES REP AGREEMENTS: -Q SIGNED, 6 PROJECTED.MEMBERS WERE ADVISED IN BREIFING TO HOLD SUCH ACTION UNTIL MISSION COMPLETED SAUDI VISIT.

F. FIRST OBJECTIVES ACHIEVED: SEVEN YES, ONE NO. FOUR PARTIALLY, THE "NO" MEMBER PRIMARILY SOUGHT IMMEDIATE SALES OF BIG-TICKET, NEW-TO - MARKET INDUSTRIAL EQUIPMENT. HE RECOGNIZED THE DIFFICULTY IN SIGNING IMMEDIATE DEALS IN KINGDOM WHERE INDUSTRY ONLY BEGINNING TO DEVELOP AND PRAISED EMBASSY'S ADVISE AND ASSISTANCE IN PROVIDING LEADS FOR FURTHR EFFERT. ON LAST DAY HE BEGAN NEGOTIATING WITH PROMINENT SAUDI FIRM WHICH HAS NOW INFORMED EMBASSY IT IS DEEPLY INTERESTED. 10 USUAL STERLING PERFORMANCE BY EMBASSY JIDDA MUCH APPRECIATED UNCLASSIFIED

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BY ALL MISSION MEMBERS AND RUAN, HIGHEST GRATITUDE DUE AMBASSADOR FOR HIS ENTHUSIASTIC ASSITANCE TO MISSION AND TO EBLAN FOR HIS CONTINUING UNTIRING EFFORTS FOR USDOC MISSION PROGRAM WHICH HE DESCRIBES AS BEST IF NOT ONLY WAY TO GET QUICK SALES IN SAUDI ARABIA. DEEPEST THANKS DUE ALSO TO COMOFFS JENSEN AND ROBERTSON AND COMMERCIAL SECTION FSL STAFF WHICH ATTENDED MISSION THROUGH-OUT. SINCERE APPRECIATION ALSO DUE DANIELS AND MATTRAN.

11. MISSION MEMBERS STRONGLY URGED TO MAKE FOLLOW-UP VISITS AT DEBRIEFING AND ALL AGGREE TO DO SO FOR ADDED SALES. WEST

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